Social Media Intern - Twitter



Project Title	Social Media Intern - Twitter
Summary	Help the VA share stories about Veterans and the amazing things that they do by assisting our Twitter team. Your job is an important one because you will be helping us give recognition to Veteran stories that might have gone unnoticed otherwise.
Country	United States

Project Description

This position requires that you will search the web to find positive and uplifting local and national news articles to create posts to schedule to our Twitter social media calendar. Articles found will be ranked via the upvoting system in the DME Interns' subreddit. This not only helps determine which articles get published but also which articles get the extra spotlight and re-written as a Veterans In The News piece. In addition to this, you will be responsible for scheduling the approved content to our social media calendar so that each post will go out at the correct time each day, with the correct hashtags, and appropriate labels.

A Twitter intern's responsibilities includes working closely with your team and other departments, contributing to team efforts, scheduling content for publication across platforms, crafting social media posts, sharing highly visible links to prescribed websites, understanding which posts are best suited for your intended audience, conveying authentic enthusiasm, utilizing Salesforce Social Studio to schedule posts, utilizing Trello to organize posts, utilizing Reddit to organize posts, adhering to the VA standards (avoiding Hatch Act violations, following organizational style guides, etc.) when crafting social media content, researching news articles about Veterans or the VA for inspiration when crafting social media posts, and checking posts for grammar and spelling errors.

You will report to the Division Officer (DO) of Twitter, the Department Head of Twitter, and the Executive Leadership Team member of Social Media. You may also occasionally receive direction and/or guidance from the Executive Officer (XO) and the Department of Veterans Affairs employee(s) who oversee this department. An applicant should have the following skills: self-motivated, clear communication, time management, very organized, decision-making skills, technology skills, comfortable working in a virtual setting, and you must possess researching and fact-checking skills.

You should have the ability to consistently access the internet and participate virtually, to understand and follow directions, and to write and speak clearly. Knowledge of social media platforms and common social media lingo is helpful. You must be enrolled in an accredited degree or certificate program. This internship requires that you work a minimum of 10 hours per week from September until May. Vacation/time off must be discussed with leadership. The Department of Veterans Affairs' Digital Media Engagement Team internship is one of the largest and most established internship programs available through the Virtual Student Federal Service. This past year, our internship has hosted over 300 interns in various departments and leadership positions. If you want to join a team that is well structured and offers meaningful work that helps you to build valuable skills, then we strongly encourage you to apply.

Required Skills or Interests

Skill(s)
Research
Social media management

Additional Information

For more information please visit https://dmeinterns.org/

Language Requirements

None